FREE INDIA

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★

Book Banks

Technical books are always costly and are not within the reach of all, particularly students who need them for their educational purposes. To them Book Banks are a gift.

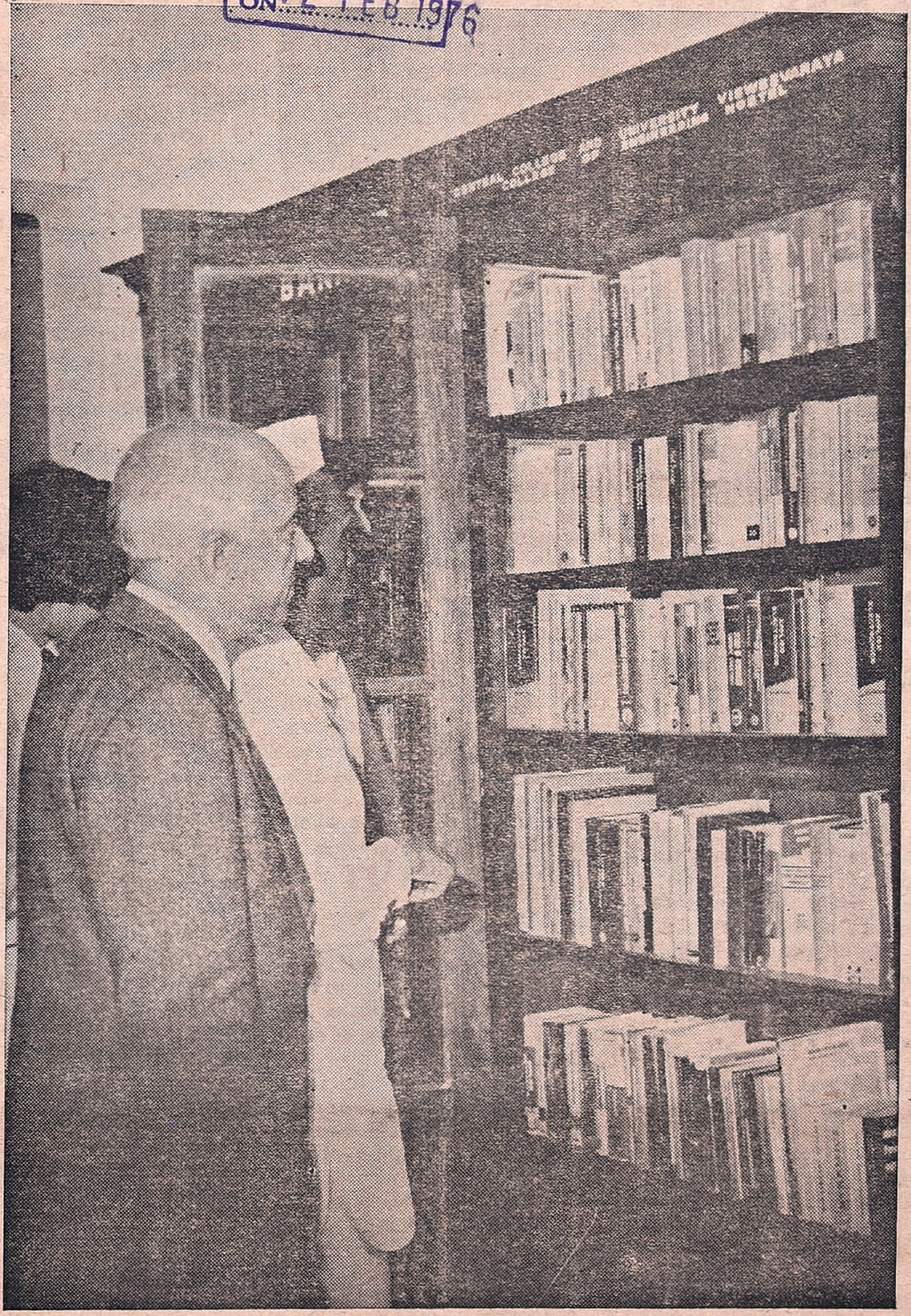
Universities, Colleges and other educational institutions all over India are planning to open a number of book banks to help students.

In Karnataka, for instance, it is proposed to open a large number of such book banks. Bangalore alone will have 62, at an estimated cost of Rs. 75,000/-.

It is gratifying to note that a number of voluntary social welfare organisations have come forward to financially assist the project.

Picture shows some dignitaries viewing the books, some of them very costly, in the Book Bank at the Sir Visweswarayya Engineering College Hostel, Bangalore.

★



SOUTH INDIA'S FINEST PICTORIAL WEEKLY

FUN AND LAUGHTER

NERVOUS

Upon entering a room in a Washington hotel, a woman recognized a well-known Government official pacing up and down and asked what he was doing there. "I am going to deliver a speech," he said.

"Do you usually get very nervous before addressing a large audience?"

"Nervous?" he replied. "No, I never get nervous."

"In that case," demanded the lady, "what are you doing in the Ladies' Room?"

* * *

OPERATION SILENCE !

The patient, a middle-aged Yankee, had been wheeled into the operating room. Just before the anesthetic was started, he asked how long his incision would be. The surgeon gave him a noncommittal answer. "Well, Doc" said the patient, "I have just one request. My wife's incision is four and a half inches long, and her sister's is four inches. I want you to make mine longer than both of them put together, so I won't have to listen to any more nonsense."

* * *

FOR EXPORT

A young husband was pacing the floor of the waiting-room of a London maternity home. Finally a nurse came in.

"You're the father of triplets," she reported. "Three beautiful girls."

A little later she brought the triplets out to him. "Pick the one you want to keep," she instructed.

"One!" exclaimed the proud father. "Why only one? Can't we keep all three?"

"Under the present Government," the nurse explained, "one is for you, and two are for export."

* * *

HER PRAYER

Little Elsie had been naughty and had been sent into the kitchen to "think things over." After a while she came out all smiles and said : "I thought and I prayed."

"Fine," said her mother. "That will help you to be good"

"Oh, I didn't ask God to help me to be good," said the child. "I just told Him to help you put up with me."

* * *

SUPER-SALESMAN !

A salesman of super ability was nevertheless dissatisfied with life and decided to end it all. He had climbed a bridge railing and was about to jump when a police man appeared. "Hay!" shouted the officer. "You can't do that !"

"Why not?" challenged the salesman, and went on to argue the point with the policeman. After several minutes they both jumped.

* * *

DIFFERENT

Trying to discourage her four-year-old daughter from carrying out a mischievous plan, a young mother said : "Let's not and say we did."

Her daughter had a different idea: "Oh, no. Let's do it and say we didn't."

FED UP

The squad of raw recruits were being put through their paces by the somewhat brisk Sergeant, who, with scarcely a breather between his orders, kept yelling out : "Right turn!" 'Halt!" 'Quick March !" etc.

At last a little Yorkshire lad stepped out of the ranks and exclaimed with great disgust :—

"Ee, I've 'ad enough of this lot. Why, thee doesna know thee own mind two minutes together !"

* * *

DIFFERENT BRAND

As the inquisitive man sat on a seat in the park he watched a shabby individual coming along picking up cigarette butts.

Then the tramp sat down on the seat and began sorting his spoil. Presently he threw quite a long one away. This was too much for the curious looker-on.

"Excuse me," he said. "That looked a very good one. Why did you throw it away?"

The tramp drew himself up proudly and replied: "It ain't my brand.'

* * *

VIEWPOINT

The C.O. of a battalion of regulars was very troubled about the persistent untidiness of one of his men. Reprimand and punishment proved unavailing. The man remained as dirty as ever.

At last the Colonel had a brilliant idea. Hoping to shame the untidy warrior into decency, the Colonel ordered him to exhibit and march up and down the whole line of the battalion.

At the end of the punishment the unabashed culprit halted, saluted the Colonel, and then, in the hearing of the whole regiment, coolly exclaimed:—

"Dirtiest battalion I ever inspected, sir!"

* * *

STORY

The banquet had proved very unsatisfactory. The committee in charge were hopeful as the guest of honor was introduced by the toastmaster.

"Gentlemen," said he in a stentorian voice, 'we have with us tonight Professor Haxworth, who will tell us some of his biggest and best after-dinner stories."

Amid rousing applause, Professor Haxworth arose. "Mr. Toastmaster and gentlemen," said he, "to begin with my biggest story, let me tell you how thoroughly I have enjoyed your banquet."

* *

EXPERIENCE

The saprano, seeking an engagement, was finding the booking agent a trifle dubious.

"How many years in grand opera did you say?' he queried.

"Forty."

"My, my, you must have known Madam Butterfly as a mere caterpillar."

FORTUNE-TELLING

The man sat with his hand outstretched as the fortune teller read his palm.

"See that line?" asked the mystic. "Yes," he returned. "What does it mean?"

"It mean?"

"It means," said the fortune-teller, gravely, "that you are going to take a trip in the very near future. To Birmingham, perhaps."

When he left the fortune-teller the man headed for the railway station.

"A ticket to Birmingham, please," he said.

"Right, sir," he replied the booking clerk. "Single or return?"

The fellow stuck out his palm. "I don't know," he said. "Take a look."

* *

LUCKY FIGURE !

Mrs. Wigton was convinced that the lucky figure of her life was seven.

"It's extraordinary," she said, "how seven has dominated my life. I was born on the seventh day of the month, and had seven sisters."

"Married on a seventh?" asked her friend.

"Well I was married on June twenty eighth, really, but it's still a seven—seven times four. And only yesterday I had an enormous bit of luck."

"Surely," said her friend, "yesterday was the thirteenth ?"

"Oh, yes, isn't it wonderful ? Seven again. Seven and six are thirteen aren't they?

* * *

SURPRISE

The landscape architect was showing a woman over a formal garden.

"What's that?" she asked.

The architect told her it was a sundial.

"What's a sundial?"

Whereupon her companion patiently explained how the sun, moving through the heavens, casts a shadow which is recorded on the dial, indicating the time of day.

The woman beamed with interest:

"My ! What will they be thinking of next?" she exclaimed.

* * *

THE BRAINLESS IDIOT

They had been having one of their frequent squabbles, and he was getting the worst of it.

"I wish," he said, in exasperation, "that some brainless idiot had proposed to you before we were married."

"He did darling" replied his wife, calmly.

This rather took the wind out of his sails.

"Well, then," he exclaimed, "I wish he had married you."

"Yes, darling," she replied still unperturbed, "he did."

COINCIDENCE

At a party, one woman called across the room to another: "I have been wondering, my dear, why you weren't invited to the Asterbilts' last week." The other woman smiled. "Isn't that a coincidence?" she said. "I was just wondering why you were".

* * *

RETORT !

A Red Indian of considerable culture was given a part in a Hollywood film.

One day, while he was in the studio awaiting instructions, a star approached with the idea of showing a little consideration to "the poor savage."

"Well," he said, kindly, "how do you like our city?"

"Very well, thank you," replied the Red Indian ; "how do you like our country?"

* * *

HIS DEITY !

An Irishman and a Scotsman were passing a catholic Cathedral in Montreal. The Irishman removed his hat; the Scot did the same.

After they had passed, the Irishman said . "I thought you were a Presbyterian. I was glad to see you take your hat off when you passed the cathedral."

"Cathedral" said the Scotsman. "Man. I thought it was the Bank of Montreal."

* * *

BETWEEN INSTALMENTS

The iron-clad rule that there must never be an off colar situation, an indecent word or suggestion in *The Saturday Evening Post* was broken when Katharine Brush's *Red Headed Woman* began its serial run. The end of the first instalment found the secretary-heroine having a drink with her boss at his home, the bose's wife away and night drawing on. To the profound shock of numerous readers, the second instalment began with the two having breakfast. Editor George Horace Lorime prepared a form letter to answer the indignant mail. "The *Post*," he said, "cannot be responsible for what the characters in its serials do between instalments."

* * *

A BLAMED FOOL

In court, a veteran lawyer survivor of the old traditions was opposed in a civil suit by a brash young barrister, lately admitted to the Bar. The younger man had first say, and in addressing the jury, took pains to imitate the mannerisms of the older lawyer. He adjusted his cuffs, stroked an imaginary imperial on his chin, and rested the index finger of his right hand along the side of his nose. There were the habitual gestures of the veteran lawyer. Repeated several times by the young man during his argument, they provoked the jury and the judge to smiles.

When the veteran rose to reply he went through his preliminary motions with even more deliberation and precision than usual, then, bowing to the judge and jury, he began: "My lord and gentlemen of the jury, that young man acts like a good lawyer." He paused. "Unfortunately," he added, "the boy still talks like a blamed fool !"

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Small Industries In India

A PROFILE OF GROWTH

By Shri A. P. SHARMA
Minister of State for Industry & Civil Supplies

The growth of Small Industries in India has been phenomenal during the last few years. The Industrial Policy Resolution of the Government of India has laid emphasis on the development of small industries as a vehicle to provide opportunities of industrial development for a wider segment of the society; to create larger employment with the minimum investment of capital and to disperse more widely the benefits of economic prosperity gained from industrial activity. For a developing country like ours, where industry had in the earlier years been concentrated in large undertakings and family groups, the advantages of rapid growth and dispersal of small industries have been accepted as a cornerstone of the national economic policy.

Small industries have recorded remarkable growth during recent years. This is evident from the fact that from 238,000 units in 1970 their number has reached 408,000 in 1973, which is an increase of 48 per cent. Direct employment provided by small industries was 3.3 million in 1970 and is now over 4.5 million which is a 36 per cent improvement. It is also not widely known that the small industries sector contribute 41,000 million rupees towards the total industrial production in 1970. In 1973 this has surged forward to 62,000 million rupees, which constitutes over 40 per cent of the all-India industrial production. Similarly, fixed investment which was 6,300 million rupees in 1970 reached a level of 8,150 million rupees by 1973. While the exact figures for 1974 are not yet available, the indications are that the same trend of proliferation in numbers, increase in employment potential and contribution to the national industrial production has been maintained.

During the current Fifth Plan, it has been aimed to set up another 1,60,000 units which are expected to provide additional employment to 2 million workers. To achieve this growth, the planners have increased allocation from the earlier 1 220 million rupees to 2,870 million rupees in the revised outlay for the Fifth Plan.

While the achievements of small industries have been remarkable in practically every field, perhaps the most impressive performance has been on the export front. Out of the all-India export figure of nearly 25,000 million rupees in 1973-74, the share of small industries was 4,000 million rupees. This constituted nearly 16 per cent of total exports and was composed of traditional as well as non-traditional items, the latter category included engineering goods, drugs and chemicals, sports goods, ready-made garments, woollen hosiery, plastic products and electronic items.

This figure of 4,000 million rupees represents export shipments which have been directly identified. If we would correctly estimate the value of a large number of components, sub-assemblies and ancillary items which originate from small manufacturers and go into many products like automobiles, railway equipments and other sophisticated goods which are exported by others, the small sector's share of exports would be of the order of at least 5,000 million rupees per annum.

DIVERSE PRODUCTS AND ADVANCED TECHNOLOGY

A heartening feature is the diversity of product range and improvement in the technological levels of production in small industries identified with the production of clips, pins and shoe-nails. Today, 199 industrial items are exclusively reserved for production by them. Small entrepreneurs are producing practically all items of entertainment and profesional electronics like television sets and taperecorders, electronic calculators, measuring instruments and electro medical equipment. It is also not so well known that last year, out of the 75,000 black and white TV receivers made in the country, over 60 per cent were accounted for by small units.

Sophistication in small industries has reached a stage where even parts for data processing machines, computer peripherals and even mini-computers are being produced or have been

(Contd. on page 10)

"The Immortal Singer"

By P. B. SREENIVOS
(Cine Play-Back Artiste)

[II-Anniversary of Gantasala falls on Feb. 10]

Great Artiste, with a ringing tone,
His career was a spring full-blown !
All hailed him as the SONG ANGEL !
None could escape his music-spell !
Trained in the traditional classic style,
All types, he could sing, with a sweet smile !
Several hits, he had to his credit !
Always he banked on his own merit !
Lakhs of hearts, he entertained,
August standard, he maintained !

Verily humble, even on the top,
Enjoying life, drop by drop,
Never he missed to drink the honey
Kept in the bottle of sweet harmony !
Andhra gave him birth and fame !
Tamil Nadu built his frame !
Evolving as a true great Indian
Slowly, he became a "PHENOMENON"!
He was a legend, unparalleled,
Who Could, by none, be excelled!
Audience used to hear him, thrilled!
Regularly, his halls were filled !
Although he left us, in deep pain,

Rejuvenated, he'll come again !
After their death too, ARTISTES LIVE !
Obsessions they become, most aggressive !

Immortal songs, he had sung,
Soaring up to the peak, rung by rung!

Unique was his each composition
None can acquire his position !
Followed by many ardent fans,
Often he used to make them dance,
Revelling in the sumptuous praise !
God had blessed him to be a 'CRAZE'
Emotion, richness and expression,
Tuned his tone to perfection !
Travelling life-long, far and wide
All his followers, he used to guide !
Blissful singing was his pride !
Luck too loved him, throughout the life !
Endless success was his wife !

THUS SPAKE THE MAHATMA

I am painfully aware of the fact that my desire to continue life in the body involves me in constant himsa. That is why I am becoming growingly indifferent to this physical body of mine.

ASOKA SCENTED BETELNUT POWDER

Free India

SUNDAY Feb. 8 1976

RIGHT ACTION, THOUGH LATE

It is better late than never.

The proclamation of President's rule in Tamil Nadu has really come a little late. If action had been taken on the memoranda submitted by Mr. M. G. Ramachandran and others towards the end of 1972, people of the state would have escaped from the woes of a corrupt government.

The proclamation and the immediate setting up of the Commission of enquiry to enquire into some of the allegations against the former chief Minister, Mr. M. Karunanidhi and a few of his colleagues have been acclaimed by all sections.

Every department is striking with corruption and it will take a pretty long time to clean up the Aegean stable.

Total deterioration was checked by some of the officers, who, against heavy odds, refused to be bullied by the D.M.K. But unfortunately, a good number of them yielded to pressure and the lure of pelf and vitiated the administrative set up.

Complete peace and transquility prevailing in the state after the sudden dismissal of the D.M.K. government prove that the poeple of Tamil Nadu whole heartedly support the Prime Minister's action. And in the new atmosphere, it must be easier to push through the 20 point programme in a real way, ensuring economic growth which got stunted because of the wrong policies pursued by a chauvinistic gang.

Buyer Meets Seller In New York's India Trade Show

BY JAMES G. CARAVELLO

The largest overseas trade fair has ever organized is now on a U.S. tour.

Described by its sponsors as a "buyer-seller meet," the fair has exhibitors displaying products ranging from traditional exports-textiles, handicrafts and leather goods—to modern electronic components, including precision diamond cutting tools used by NASA to put man on the moon. Ambassador T.N. Kaul, formally opening the Indian Trade fair, on January 26, remarked that the trade show will give U.S. importers "some idea of the goods, potentials and skills of the artisans and managers of India. Perhaps it is not known that India has the third largest number of trained and skilled personnel in the world today in the shape of technologists, doctors, scientists and others—only after the United States and the Soviet Union. If the great reservoir of human talent in India as well as the natural resources are combined with the advanced science and technology of America, I'm sure both of our countries can benefit from such mutual cooperation."

The Indian trade show, in New York, from January 25 to 30, moves on to the World Trade Center in Dallas, Texas, February 8 to 13. A K. Ray, Executive director of the Trade Development Authority (TDA) of India the organizer of the show—expects it to attract 30,000 buyers. He reported that some 2,500 persons registered to see the exhibits during the first two days in New York.

"Considering that these are mostly buyers and not the general public, the response has been very heartening and worth the investment we put into this presentation. Most of the product we exhibit benefit from reduced tariffs under the Generel System of Preferences (GSP) announced recently by the U.S. government. U. S. buyers will get an estimated five to 15 per cent price advantage over products imported from developed nations. This tremendous advantage translates into profits on both sides," Mr. Ray said.

M L. Garg, resident director of the New York TDA Office, said :

"We are exhibiting for the first time such products as office furniture, foundation and anchorbelts, speciality fasteners, home stereo equipment, fans, antenna and electric components. We are bringing to the United States the elite of the Indian industrial community. While the main purpose of the fair is to increase India's exports these manufacturers are vitally interested in fostering direct contacts with high level American businessmen. They are interested in taking back technical know-how and even, in some cases, facilities "

Mr. Garg also pointed out that the American recession is bottoming out and inventories in this country seem low. "Most organizations are planning for new buying. The U. S. economy is looking up and most industries are starting to look up as well." This development, coupled with the brightening industrial outlook in India, provides an "excellent environment for talking trade"

He said, "Indian industrial production is growing. Inflation is zero per cent. We don't have a power shortage to contend with. The government has policies and procedures that are geared for growth. Investment can be put into production within a year. This is important to us because the United States is India's biggest trading partner and the biggest importer in the world."

But what do American buyers think of the Indian presentations and products at the fair?

One of them Leonard J. Meiser, president of Unity Electronics of Elizabeth, New Jersey, is impressed with the faith and pride that the Indians have in their products.

Mr. Meiser noted that he is seriously in the market for an alternate supply source. "Some major manufacturers in the United States, makers of electronic tubes for instance, are slowly phasing out sections of their production line. RCA has announced the closing of their plant in New Jersey. They are eliminating the production of their receiving tubes. Not only dealers like me but RCA too will be looking for new sources of supply and India looms as a strong possibility."

A representative of Evans Aristocratic Industries was attracted to the leather goods. "They are very well made and priced right."

A buyer from Ruby Loftus Company regarded the trade fair as "a good way to do business. We've handled Indian novelties, leather goods and jewelry for some time and we rate the quality of Indian products high. I'm here because one gets a better deal buying directly from manufacturers."

S. L. Srinivasulu, proprietor of Pretomatics, Bangalore, has been shipping Indian-made industrial fasteners to the United States for about a year, but the trade fair offered him the first opportunity to publicly display his products. The first day brought him offerings for six orders. "For instance," he said, "Jerry W. Baer, president of Detroit Bolt and Nut Company, invited me to visit his plant facilities to work out specifications and other matters."

Mr. Srinivasulu said he will spend some six weeks following up such personal contacts with American manufacturers and importers.

Pretomatics also makes terminals for printed circuits, silver coated electronic components, precision turned screws, spindles, nuts and auto turned parts.

O.N. Sharma, owner and founder of M.C. Engineering, a New Delhi firm producing aerials and antenna for transistor radios, televisions and automobiles; and toggle switches and boosters for television and channel masters, has a different story to tell. His Company was started 27 years ago under a government-sponsored self help programme.

"After the partition I moved from Pakistan to India. There the government had a scheme for giving state aid to technocrats and to small scale industry. My brother and I formed a company, one of 400,000 that received government assistance. Today we employ 700 workers in our plant and we produce labour-intensive products which we believe will be competitive in the U.S. market, especially under the preferential tariff treatment.

"We believe the quality of our manufactures is comparable to that of our competitors even from the highly industrialized countries of Europe. This show has turned the attention of some American buyers towards India, especially as a source of supply for labour-intensive products."

DEPOSIT MOBILISATION

BY PNB

The Punjab National Bank, Theagarayanagar, got up a nice function to hold a lucky draw and to distribute prizes to their lucky depositors in connection with a deposit mobilisation fortnight celebratad by them recently.

Mr. V.S. Rajagopalan, an energetic young member of the staff. introduced the speakers of the evening and Mr V.R.Kundapur, Manager, welcomed the gathering. Smt. Kuyilee Rajeswari, noted journalist, distributed the prizes to the lucky winners. Smt. Kothai Ramanujam thanked the depositors and guests who graced the occasion.

The Punjab National Bank was founded as part of the Nationalist movement. Two great leaders, 'Lion of Punjab' Lala Lajpat Rai, and 'Mahatma' Hansraj played the pivotal role in the establishment of the bank Punjab National Bank, to day has more than 1200 branches with a staff of more than 20,000 men working in them.

A Sensitive And Unassuming Artiste

By "M. M. LOVER"

Born in 1927 at Draksharama, a siva kshetra in Andhra Pradesh, as the son of a famous doctor Late Sri Mandaleeka Venkata Subba Rao, M.Y.Kama Shastry is one of those rare artistes whose unassuming services to art win slow but steady and soulful applause and appeciation. For the last two and a half decades, he has been contributing his highly-imaginative orchestral compositions to the discerning listeners, through the VADYA VRINDA of All India Radio, New Delhi. A sensitive artiste with a sense of propriety and unusual clarity in the presentation of orchestral episodes, he has mastered the art of conducting musicians and maintaining a balanced harmony.

AMPLE PROOF

His recent concert at Annamalai Manram presented by All India Radio, Madras is more than an ample proof of his individuality in imagination.

The very first orchestral floral tribute to the cause of the younger generation does indeed speak of his awareness towards the confronting problems of the day and his readiness to give his candid opinion.

APT CHOICE

The piece is named as "SANGHARSH" by him, in view of its delineation of the clash between the old and young schools of thought, the old one sticking to the age-old conventions and the young one aiming and working for progressive inventions, paving way for prosperity. The composer's choice of the apt Raga "SARASANGI", stands as a testimony to the right-thinking capacity of his intellect.

ABLE EXPLOITATION

Kama Shastry concluded the first item with an optimistic note that the youth are going to have their own clear-cut way proceeding towards a bright and colour ful future.

Befittingly enough, M Y.K's able exploitaion of the beautiful 'SARASANGI', rendered each of its angas (limbs) more beautiful and attractive.

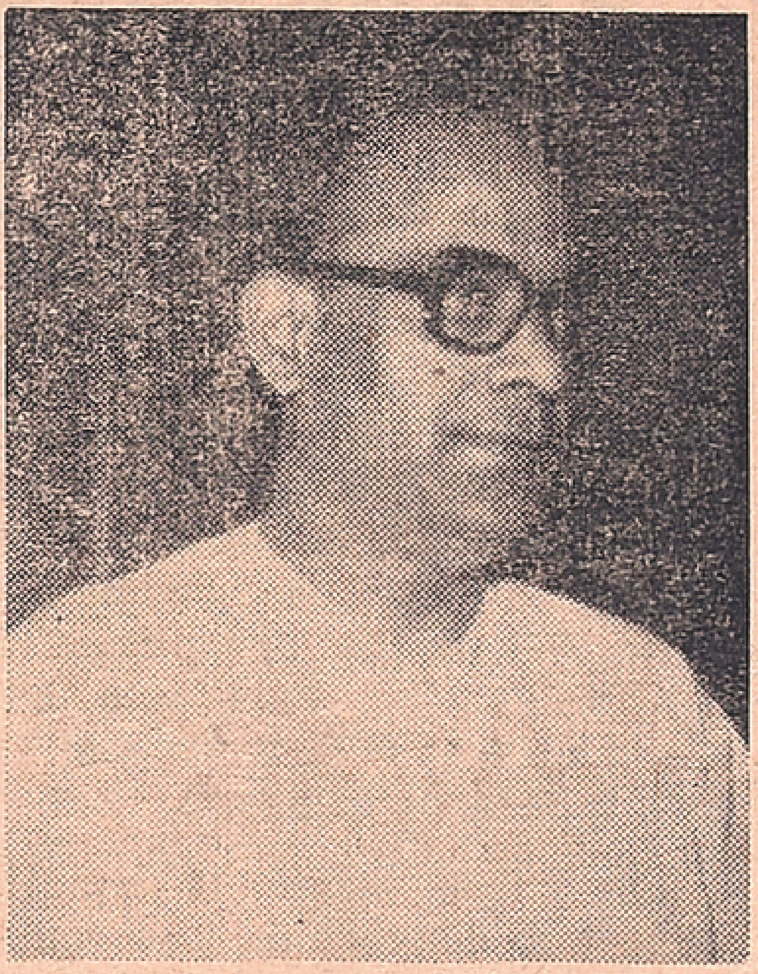
CLASSICAL CHARM

The second item consisted of Rag 'JOG' with all its classical charm and flavour. The corresponding raga in Carnatic Music is known as "REENKAARI". Kama Shastry composed the initial part in CHATURASRAM, then changed over to swinging TRISRAM and ultimately switch d on to CHATURSRAM, thus succeeding in building up a laudable and powerful crescendo.

OBSESSING FINALE

M.Y K combined two magnificient ragas, REVATHI and MADHYAMAVATI to give a thrilling concluding third item. He also gave the convincing combination, an appropriate name "REMAVATHI". He based the entire colossal structure of this Music Edifice on the fantastic style of a popular folk melody

The rhythmic reply of drums and other percussions mutually, took the first phase into a revelling tempo and suddenly the pace of the piece slowed down for a while majestically and then ascended to glorious heights of emotional expression, which culminated into a very exhilerating and obsessing finale. The whole piece reflected thus the vigorous vicissitudes rocking the life of each specimen of God's vast creation. The composer's heavily-philosophic outlook excercised its inevitable influence on the weaving of this impressive musical pattern.



Shri. M. Y. K. Shastry

FAMILY OF MUSICIANS

Hailing from a distinguished family of traditional musicians, M.Y.K imbibed the mellifluent melody of his uncle, PADMASHRI SRI EMANI SHANKARA SHASTRY, coupled with the strong foundation of profound knowledge of classical music. He inherited from his maternal grandfather, the renowned Veena Vachaspati Late Sri EMANI ACHYUTARAMA SHASTRY who was the contemporary of another Veena prodigy of the Century, Late Sri TUM ARADA SANGAMESHWARA SHASTRY.

CULTURAL DELEGATE

Kama Shastry was invited by Hawaain University in 1974, where he presented his musical genius by providing music for the sanskrit drama "VASAVADATTA", appreciated by one and all. Earlier in 1970, he was invited as a member the of cultural delegation to EXPO 70 in Japan, where he gave a number of memorable veena concerts that had stolen the hearts of the elite of J pan He appeared in an interview organised by the TV network of Japan. Future certainly has in store for Kama Shastry more and more recognition, renown and reward.

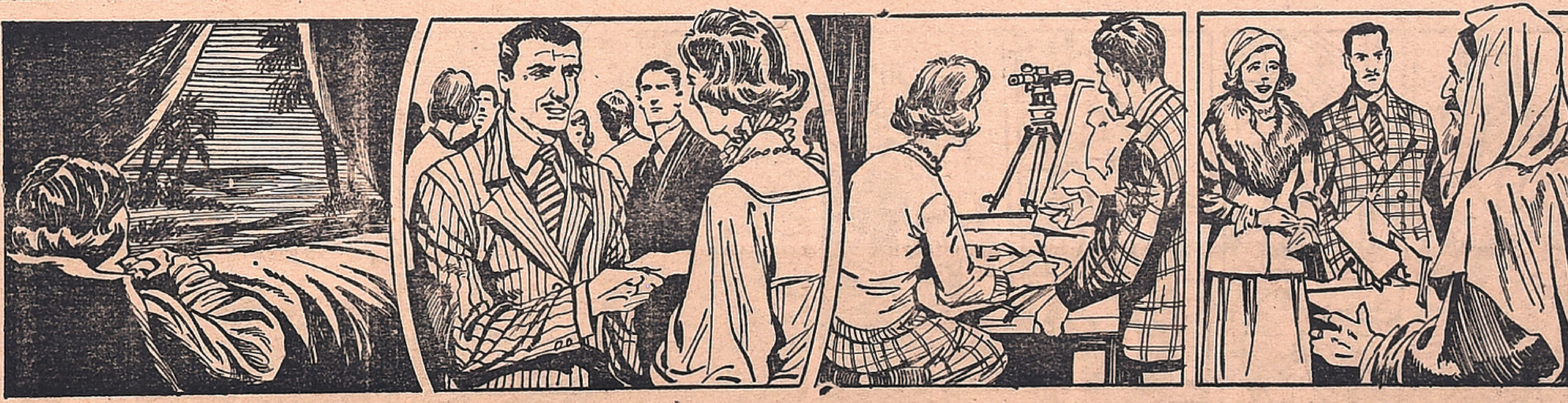
EMOTIONAL RENDITIONS

A.I.R. Madras has to be congratulated for having arranged such a scintillating orchestral concert which preceded the Choir group of A.I.R, presented and conducted by the versatile veteran Sri M.B.Srinivasan. The harmonious key-change compositions rendered by specially-trained voices in perfect tune with the fertile imagination of M.B.S duly contributed to the enviable success of the programme. In total, M.B.S. presented seven specific items in different languages in his own masterly fashion. In fact, the auditorium of Annamalai Manram, floated happily on the enthusiastic waves of emotional renditions, on orchestra by M.Y.K and with voices by M.B.S.

SERVICE TO MUSIC

Repeated concerts of this calibre, would certainly go a long way to entertain and enlighten the countless lovers and patrons of meaningful and purposeful music, elevating the general taste. Such concerts, no doubt serve the cause of Music, one of the most eloquent and effective media amongst the Fine Arts.

THE TRAVELLERS — Rosita Forbes



To lie in a camp bed and peer through her tent flaps at a star lit sky was always the supreme happiness for Rosita Forbes. Throughout her long life she travelled widely in many parts of the world but it was always the desert lands of the Middle East she loved the best.

Perhaps her most remarkable journey was that to Kufra in Libya in the winter of 1920-21. No European had managed to reach this group of oases in the territory ruled by the Senussi since 1879. That a woman should attempt it seemed preposterous, but in Cairo Rosita had met a young Egyptian, Ahmed Bey Hassanein.

He had contacts with the Senussi and was also avid to go to Kufra and agreed to accompany the young English woman. Rosita spent six months preparing herself—laboriously she learnt planetable surveying and worked at her Arabic so she could carry off her role of Khadjia, a widow on a pilgrimage to holy Kufra.

Information regarding the location of Kufra was suspect, but Rosita gathered what she could and with Hassanein Bey left England for Italy to see the exiled Emir Feisul of Syria. As a Sheik of Mecca his word would carry much weight and he gave them a letter to Sayed Mohammed Idris, Emir of the Senussi.

(Contd. on next page)

ELECTION USA 1976

A Lid On Campaign Spending

By WENDY ROSS

In the 1976 election year, for the first time in American History, there will be a limit, by law, on how much can be spent by Presidential and Congressional candidates on their campaigns.

In addition, the new law limits the amount of money individuals and groups can contribute to candidates for federal elective office—that is, for President and Vice-President, for Senators and Representatives.

And, also for the first time, Presidential candidates are receiving financing from the U.S.government for their campaign.

These developments have come from a new campaign financing law that went into effect last year. Revelations of major abuses in the 1972 campaign provided the impetus to enact the new legislation. Its purpose is to make the election process more democratic by assuring candidates that they are free from wealthy contributors and special interest groups for their financing.

In the past, the amount spent on getting electional office was left up to what the candidates could raise. There were few restrictions on where the money came from and where it went. Not until 1972 were there even any effective reporting requirements.

Now all this has changed.

Under the new law, no individual may contribute more than one thousand dollars to any candidate in each period of a campaign—that is, for the primaries for any runoff election, and for the general election itself. Also, no individual can contribute more than 25,000 dollars total during an entire campaign period—with the exception that a Presidential candidate can spend up to 50,000 dollars of his own money on himself.

The new law is equally important concerning how much can be spent. No Presidential candidate can spend more than 10 million dollars in the primaries or 20 million dollars in the general election. (There are lesser spending limits on each candidate for the Senate—approximately 250,000 dollars—and for the House of Representatives—150,000 dollars.)

A key effect of the new law should be to make it easier for Presidential aspirants to participate in the crucial primary period, which requires the candidate to start on the campaign trail as much as a year before election day. The law does this by providing federal financing for a candidate once he has raised an intial sum of his own. To qualify, a candidate must first receive five thousand dollars from each of any 20 states of the union in individual contributions of 250 dollars or less.

As of January 8, 11 Presidential candidates—nine Democratic and two Republican—had qualified to receive federal funding. This means that until the nominating convention in midsummer the federal government will match any private contribution they receive up to 250 dollars—within the overall limits.

Once the Democratic and Republican conventions choose their parties' nominees, the two candidates are then eligible to finance up to their entire campaign costs through public funds. The law allocates 20 million dollars for each Presidential candidate, though that amount has to cover the Vice-Presidential nominee's campaign as well.

The source of all this money is the citizen himself—if he is one of those who indicated on his income tax form that one dollar of his taxes should be used to help finance the federal election contests. In the four years the plan has been in effect, a total of 95 million dollars has become available.

While all this may seem like a lot of money, it is a significant reduction compared to what candidates for federal offices have spent in past years. Richard Nixon's 1972 campaign has been estimated to have cost 60 million dollars; George McGovern's cost close to 40 millon. (The 30-million-dollar limit now set on Presidential campaigns represents an expenditure of 14 cents for each person in the United States.)

Many political observers, such as Dr. Stephen Wayne of George Washington University, say the campaign financing law is the most significant change that has come about in the American political system in years. Instead of relying on wealthy donors for funding, and thus risk being beholden to them, candidates for federal office must now solicit small contributions from thousands of people to pay for their campaigns.

The law also, incidentally, prohibits any campaign contributions by foreign nationals.

To make sure that the law is complied with, a new organization has been created in Washington, D.C., called the Federal Elections Commission. It consists of six commissioners and a staff of 120, mostly lawyers and accountants.

All candidates for federal office are required to file with the commission—on a periodic basis—financial statements detailing who has contributed to their campaigns, how much they have spent and whether they qualify for federal funding.

David Fiske, a commission staffer, points out that all the records that come into the commission are available to the press and public, which he says is "unique" for a government agency. "Any citizen, any reporter, can walk in off the street and get the information as if it's a public library."

The commission has the power to conduct audits and investigations, to subpoena witnesses and information and to issue advisory opinions on technical aspects of the new law. Fines for civil violations can run as high as 50,000 dollars. Possible criminal violations are to be

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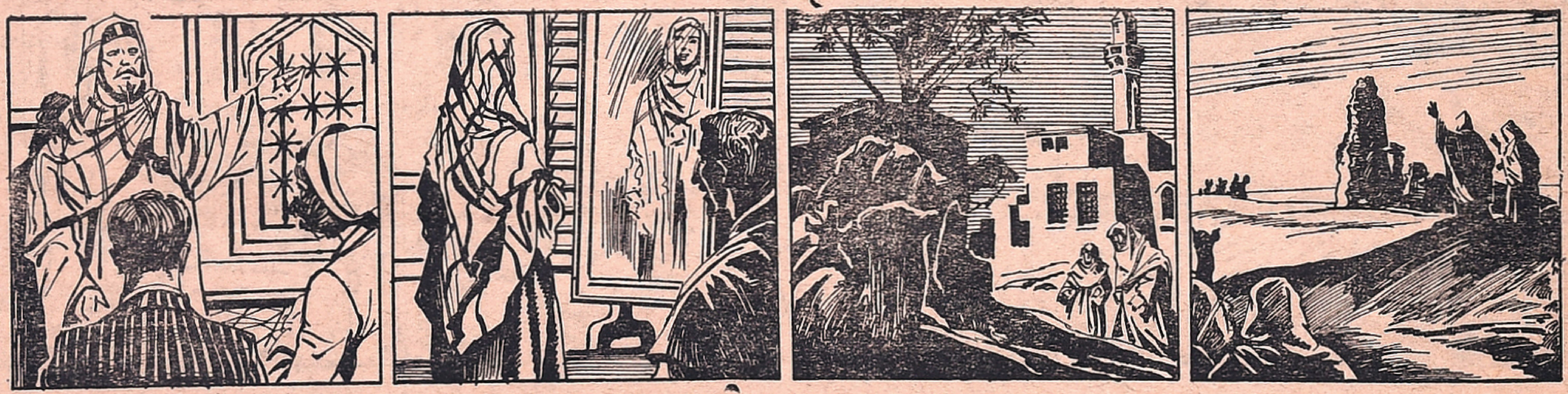
THE TRAVELLERS



After arriving at Benghazi by boat they contacted the Senussi Emir who was impressed by the Emir Feisals' letter and Hassanein Bey's eloquence and gave them his blessing. Carefully keeping their true intentions secret, Rosita and Hassanein Bey obtained permission from the Italian Governor to visit an outlying village.

Here the Emirs' brother, Sayed Riddha helped them arrange for camels, drivers and guide, food supplies and Bedouin cloths. All to be carried out in the utmost secrecy for the Italian officials watched them closely and would never have permitted them to leave on the dangerous 600-mile desert journey.

They forestalled suspicions by leaving without big caravan considered necessary, creeping out after midnight to the old tomb where their camels were hidden. They were then unaware that fanatics among the Senussi were determined that two foreigners, one an infidel, should never reach holy Kufra.

Abdullah, their guide, had orders to lead them astray and murder was to threaten them all the way, but Sayed Riddha's servants Yusuf and Mohammed entrusted with their safety, stood by them When joined their caravan 15 days out, they had already suffered terrible privations because Abdullah genuinely got lost in a waterless waste.

From previous page

referred to the Justice Department.

While many praise the new law as a major breakthrough in dealing with the potentially corrupting influence of money in politics, some have doubts about it.

The constitutionality of the new law has been challenged by several groups and individuals who represent a wide spectrum of political opinion—from conservative to liberal.

The critics say the spending limits are unconstitutional, violating the freedom of speech amendment to the constitution. In short, in politics, money talks, since a key way a candidate gets his ideas across to the public is through advertising—which is extremely costly, particularly in television.

The challenge to the new law is now before the U.S. Supreme Court. A ruling is expected in the next few weeks.

Mr. Fiske says the new law is meant to encourage more people to participate in politics by providing some form of equalization of spending. The law, he adds, is meant to help eliminate the influences that can lead to corruption and to build up confidence in the American political system.

The Ideal Husband

The London "Daily Mirror" recently asked its female readers how they pictured an ideal husband. The answer adjudged best was the following: "The ideal husband is the one who believes he has married an ideal wife."

Growing Popularity of Soviet Books In India

"Almost all Soviet literary classics, technical books and magazines are very popular in India, and hence, publication of Soviet books in Indian languages is steadily on the increase" said Mr. Y.B. Leonov, President of "Meshdunarodnaya Kniga", the Soviet organisation that exports books to other countries, in an interview.

He arrived in India to participate in the World Book Fair held in Delhi last month.

Asked about his impressions of the Delhi Book Fair, Mr. Leonov said that it was one of the most important fairs of its kind in Asia in which 26 countries participated and that the Soviet Union took part in it in a big way. The Soviet pavilion in the Fair was very popular and was always crowded, he said.

It may be recalled that Mr. Nurul Hasan, Minister for Education of the Government of India, presented the International Book Award instituted by UNESCO to the Soviet Union at a special function arranged at the Delhi Fair in recognition of that country's achievements during the International book year of 1972, declared by UNESCO.

Giving some details about book publication in the Soviet Union Mr. Leonov said that there were more than 200 publishing houses in the USSR which publish about 80,000 new titles annually covering a wide range of subjects. He also gave some stunning figures. About 3000 books leave the printing presses every minute, the average daily number being five million copies During the period of the Soviet rule more than 25,00,000 titles of books and booklets were printed in 4050,00,00,000 copies.

Books are published in about 90 languages of the Soviet peoples and in about 40 foreign languages including Indian. In 1975 alone more than 1400 titles in Indian languages such as Tamil, Telugu, Malayalam, Hindi and others were published and it is proposed to bring out books in Kannada, Oriya, Assamese and Kashmiri during the course of this year.

Books in Indian languages published in the Soviet Union are very well received in India, Mr. Leonov noted One of the books very much in demand in India is "ASIAN DIALEMMA" by Prof. Ulyaeovsky.

Another important branch of Soviet publications is technical books which are prescribed as text books by Indian Universities.

The Indo-Soviet Text book committee which met in November last discussed about the increased publication of Soviet text books for India, he noted.

Soviet Union is famous for producing excellent children's literature, and, asked about this category of books, Mr. Leonov said that Soviet children enjoyed them very much and felt sure that Indian childern also would enjoy them. A number of these books are brought out in Indian languages. He added that the forthcoming book "ABC" in Tamil will very much be enjoyed by children.

Exchange of books cannot be one-way–traffic and consequently several Indian books are translated into the various languages of the peoples of the USSR, said Mr. Leonov and added that the popularity of the works of Tagore Premchand, Krishan Chand, Thiruvullvar Bharathi, Akilan, Kalki and others in the USSR is well known. One of the most important works recently published is a Russian translation in three volumes of Jawaharlal Nehru's "GLIMPSES OF WORLD HISTORY' a set of which was presented to Mrs. Indira Gandhi during the recent Book Fair in Delhi. Hundreds of titles of ancient and modern Indian literature have been brought out in the USSR running into millions of copies.

Discussing the prices of books in the Soviet Union as compared to the Western countries Mr. Leonov Said, "We believe in keeping the prices of books very low because for us, Soviet people, knowledge is not a luxury but a necessity. It should be available to all without financial burden. We follow the same principle with regard to sending books to India also."

Mr. Leonov expressed the hope that the exchange of books between the two countries would get a further impetus during the tenth five year plan of the USSR.

THE FAMOUS ASTROLOGER
(OFFICE ESTD: 1934)
Recipient of many gold Medals and Certificates from Maharajas, Judges and Notables, Annual life reading, monthly details Rs. 5/- 3 questions Rs. 2/- Horoscope or writing time required.
Vivaga Poruthangal in Tamil Re. 1, Jotish Janabodhini—Tamil Rs 8-50.
Pt. Kaliyur M.Srinivasa Charlar
"THAPONITHI" Phone: 443654
Thyagarayanagar,
Madras-600017.

Rosita Forbes

The caravan's route lay over desert hardly ever traversed even by the Senussi. After some two month's arduous travel, frequently doing 17-hour marches, often beset by thirst between rare oases, they reached the area marked green on Rosita's map to indicate Kufra. But they found instead hard desert, flat as a gramophone record.

No water remained in the water-skins, their camels had not drunk for 11 days or eaten green fodder for a month. That night they lay among bleached bones. They awoke next morning to a damp mist which gave them relief from extreme thirst. Staggering on, Rosita insisted they trust her compass bearing.

In the weeks ahead Hassanein Bey had strange vision of a woman in white whose prophesies all came true. They passed the dead bodies of a whole caravan who had died of thirst and three times struck hostile tribesmen, on the last occasion being imprisoned in their tents.

They were now in the outlying oases of Kufra. Yusuf escaped on a stolen mule and rode through the night carrying the letter from the Senussi Emir to return with help in the nick of time. The following day Rosita ploughed through rose-red sands to look down dumbstruck at a valley surronded by striped cliffs.

(Contd. on next page)

PLAN WITH THE PLANETS

For The Week 8th February To 15th February 1976

MESHA

THERE is some mental strain on Sunday. Avoid fresh commitments. Though some relief in finance is possible, family responsibilities are exacting. Friends will be helpful. Some expected results in the political and financial spheres may now be realised. From Tuesday, the week is productive. In office, a mixed atmosphere is seen. Some obstacles and jealousy are not ruled out.

★

VRISHABA

THERE is need for maintaining cordial relations with your co-workers. It is better to respect the authority of elders at home. Some indirect financial benefit is possible. In office, you will be tempted to be harsh and authoritative in your attitude. With foresight and patience, you can improve your professional prospects. Take better care of the health of people at home.

★

MITHUNA

THE week starts with a favourable trend at home and in personal matters. But, the overall outlook for finance is yet below average. Family matters may persist in the old fashion. Borrowing is not advisable. Frequent mental depression is seen. Health troubles and nervous strain are indicated. Avoid arguments.

KATAKA

SUNDAY may be expensive. Do not speculate. Tuesday, Wednesday and Thursday are good. Physical strain may be less. Public relations will improve. Writing and publishing will be rewarding. Financial position shows unexpected improvement if Dasa Bukti is also favourable. Official work is lucrative. Health needs care, in order to avoid strain and minor indisposition. Your expectations are slowly coming up.

★

SIMHA

SUNDAY is enjoyable. Better health and more optimism are seen. But expenses are high. Wednesday and Thursday will produce favourable climate. Intellectual improvement and backing of luck can be expected. Continue your efforts, as success is indicated. At home there is a mixed atmosphere. But the good aspect will improve matters.

★

KANYA

THERE is no great change in your affairs. Sunday will increase your expenses. Monday, Tuesday and Wednesday are good for personal matters and for efforts. At home, there is scope for comfort. But, there is loss in speculation. In office, your work will be appreciated. You can expect improvement in family affairs in the near future. The flow of money is generally satisfactory.

THULA

MOST of the week is fruitful. Friends and well-wishers will help your progress. In office your position continues as before. But there is chance of fresh light leading to betterment. There is a new project under contemplation. You are likely to be engaged in a new effort to promote your enterprise. At home, there is some friction. You will be drawn in a speculative attraction where you have to be careful. Generally the week is good.

★

VIRSCHIKA

THE week starts with expectations in finance and profession. You can continue your efforts with greater energy. At home, there is better climate. Financial position will improve. In office, there is now scope for promotion or greater recognition. Take more interest in your work. In regard to your contacts with relatives you must be careful in avoiding misunderstanding.

★

DHANUS

FROM Monday the week shows ordinary results in profession. Better health and more peace of mind are possible. There is less strain in family affairs. You can now take more optimistic view of the future. But, current expenses are high. In office there will be better cooperation. Pray to God. Try to improve public relations.

MAKARA

SUNDAY is not comfortable for you. Fresh thoughts on your responsibilities and indisposition will be annoying. There is stress in your attitude and work. Even though income may be satisfactory, difficulties are felt. You may now seriously contemplate a new step either in office or at home. From Thursday, the week may produce better results. You will not be surprised, if you are now pressed to solve an important domestic issue.

★

KUMBHA

THOUGH Sunday will be helpful in your contacts and personal matters, you should be patient on Monday and Tuesday, avoiding fresh risk. Official work is generally satisfactory. Heat troubles and congestion in lungs are likely. New items of expenses will crop up. Better to economise.

★

MEENA

THE week opens well and you can expect some benefits. Expenses for auspicious celebrations may be in the offing. Avoid speculation. Pay attention to the affairs of children. Business trends are encouraging. Intellectual work is more rewarding in office, things may be slowly shaping in your favour, though you may not be fully aware of this. You must avoid unnecessary argument and misunderstanding.

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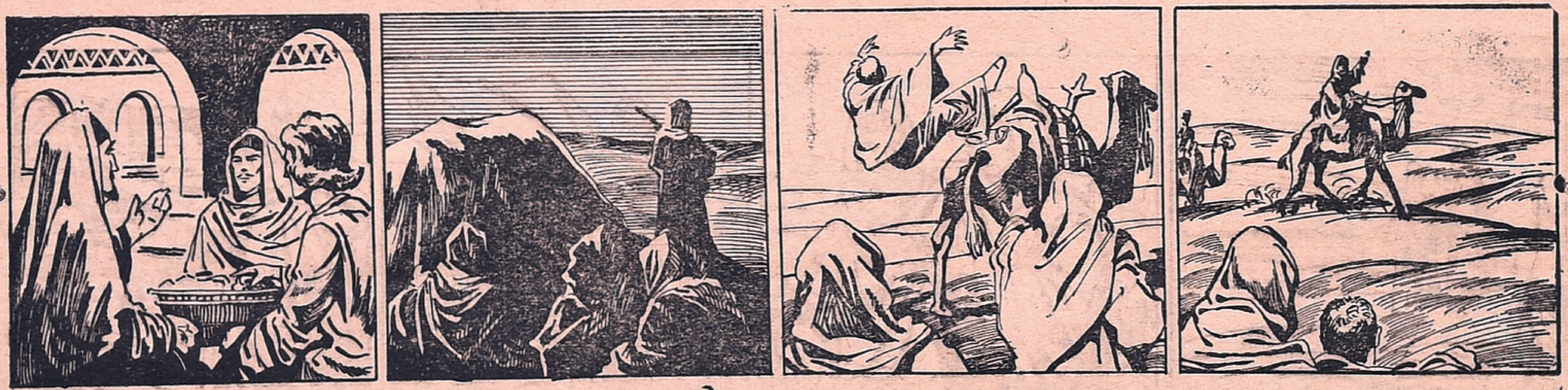
THE TRAVELLERS

Rosita Forbes



They spent 10 days at Kufra, exploring the scattered villages and enjoying the hospitality of the Senussi leaders. But Abdullah the guide believed "dead men tell no tales" and still plotted against them. So again they departed stealthily—Rosita, Hassanein Bey, Mohammed Yusuf, a Senussi student bound for Jaghabub and an old Bedouin guide.

Returning northwards meant certain death, and they were obliged to strike towards Egypt across desert where none dared to venture for it was waterless for more than 300 miles. They walked mostly to save their camels, spent one sleepless night with rifles at the ready, but reached Jaghabub without incident although much weakened.

With Mohammed too ill to proceed, the party was down to four. Disaster struck when Hassanein Bey, climbing on to his camel's back to scan the horizon fell and broke his collar-bone. Rosita set it inexpertly and the journey became a nightmare for the courageous Egyptian until he had to be left behind attended by the Bedouin.

Rosita and Yusuf plodded on desperately till at night, hearing men and beasts, they again got out their guns. But with joy they saw a British patrol sent to search for them. Mounted on a splendid trotting dromedary, Rosita led them back to Hassanein Bey, and an extraordinary adventure was over.

(NEXT WEEK—ROGAR BACON—PIONEER OF TRANSPORT)

(END)

A Boy Or A Girl

BY ALEXANDER KURLYANDSKY

When I hear somebody say 'Oh, you're expecting a baby ?... Do you know how to tell if it will be a boy or a girl?", I jump into a taxi to the nearest railway station to get as far away from that person as possible. You can work out almost anything: from the precipitation rate in a far off galaxy to the price of milk in Ancient Greece, but there's one question you'll never get an answer to—will it be a boy or a girl.

When my wife and I faced this problem first, we were all innocent and gullible. A friend of mine, when I asked him this question, gave me a stern, learned look and said:

"A girl or a boy?... Nothing could be easier! Now I'll give you a test, my friend."

He pulled some reference books, tables and a slide-rule out of his pockets spread a long sheet of Whatman paper on the table and picked up a pencil:

"Tell me when you were born... And your wife?... Are you afraid of the dark? Do you dream at night? Do you often fly in your dreams?"

"No," I broke in. "I usually go by train."

"Does your wife also go by train?"

"If she goes to bed early, It's a train, and if she goes to bed late, she flies to catch up with me—we have to get up at the same time in the morning."

"Does she ever fail to catch up with you, and does a strange woman catch up instead?"

' No, never. You don't know my wife. She just won't let me wake up."

"How do you mean? She sleeps in the same train as you, doesn't she?"

"But you've forgotten the communication cord. If she sees a strange woman, she pulls the communication cord. Then half my salary goes in fines."

"I don't get you. What'll all this about the salary? She pulls the communication cord in a dream, doesn't she?"

"Right, in a dream. So then the whole train wakes up. How can you get out of paying the fine in a situation like that?"

My friend gave me a long, thoughtful look, then fumbled with his calculator and said gravely:

"A girl, 4,563 on the a-b-c' scale."

"4 563 what? Kilograms?"

"No, points. Kilograms would be a different test."

My uncle was the next—a cheerful, buoyant man, who had been a bachelor all his life.

"Well, baby," he said to my wife, "turn your profile to me."

He put the lamp on the table, switched off the centre light and stared at my wife's shadow on the wall.

"A boy!"

"What a boy? Where do you see a boy?" I asked, staring at the wallpaper till my eyes hurt.

"Look, look over there, can't you see the moustache?"

"What moustache? That's a power socket."

"Look higher up!"

"Higher up? That's the scratch we made on the wallpaper where two dragged the TV set in, when it came back from repair"

"There you are! If there were no scratch, it would be a girl."

"Why a girl?"

"They like things tidy."

Then we went to an old woman, who could tell who would be born to whom from coffee grounds.

She heated a needle in the fire, dropped it into the cup of coffee I had brought and handed it to me, saying:

"Here!"

"What?" I was horrified. "Do have to drink it?"

"No. You must take the needle out."

"I won't", I said. "I've done enough bringing the coffee."

"Quick! Before the froth goes!"

I grasped a teaspoon, but the old hag slapped my hand away.

"Use your fingers!"

"But It's hot."

"Don't be scared, the needle has already cooled"

"But the coffee hasn't..."

"That's right. Cold coffee won't work."

I bit my lip and gropped at the bottom of the cup until I pricked my finger hard. The old woman took the needle and threw it out of the window.

"What are you doing? What did I go through all that for?"

"I don't need the needle, I need your finger."

She studied my blackened, swollen finger for a long time, before she let go of it, with the words:

"If it heals all right, it'll be a boy, if it goes septic it's a girl."

And though my finger was bad for quite a while, we had a boy. So in the end it was my uncle who was right. But I'll tell you quite honestly—the most reliable method is your wife's shadow. But don't forget to move your television before hand and bash it against the wall.

Outdoing the U.S.

The West German master of ceremonies Hansjurgen Rosenbauer is married to a beautiful young Black American actress. Recently she was invited by Frankfort on the Main stage director Peter Abromeit to play a role in a piece by the American dramatist Mark Medoff. The official in charge of the city's theatres, however, told her she could not play the role because she was black. Her arguments that this part was enacted in the United States time and again by Black actresses did not help. "We are in Germany and not America," she was told.

Need For Qualified Women

Qualified Women are being actively sought by the United Nations to work in technical assistance programmes in developing countries.

The jobs available, which are some of the most challenging and interesting open to men or women with technical skill and experience, play a vital role in United Nations efforts to assist countries improve economic and social conditions.

The Technical Recruitment Service of the United Nations, which handles application for some 70 categories of skills, ranging from administrative reform to welfare programmes, is hoping that far greater numbers of women will apply for positions. Each year, the Service appoints some 1,000 technical experts from througout the world, to work in more than 100 countries, but only a tiny proportion of the jobs have gone to women.

The reason, according to Mr. Leslie Schenk, who is charged with increasing the proportion of women applicants, is that "only a very disappointing number of women have been applying We think that they don't know the opportunities exist."

Mr. Schenk added that if qualified women are prepared to work abroad in technical assistance jobs, the Service treats their applications on an equal basis with men.

The Service emphasizes that women are encouraged to apply for all types of jobs going and that retirement status or age is no barrier to recruitment, as long as the applicant meets United Nationtmedical requirements. In general, the experts being sought should have substantial experience in his or her skill seven to ten years being the minimum with some exceptions.

The assignments range in time from a few weeks to several years, depending on the task to be accomplished. The United Nations pays travel and moving costs. Experts are recruited from all parts of the world and the Service often enters into agree ments with employers to arrange for temporary detachments Language skills are useful, but not always essential.

Women and men interested in seeking further information on opportunities within their specialities should write to:

The Technical Assistance
Recruitment Service
United Nations
New York N Y 10017, U.S.A

Anti-Kidnap Training

The American "Parade" magazine reports that executives of such big concerns as Ford Motor, Exxon and American Telephone and Telegraph send their chauffeurs to special courses recently opened near San Francisco. There they are taught all sorts of tricks and stratagems that will help them to get away from pursuing kidnappers.

Charcoal Fights Coma

A new technique has been used to bring a patient back from the deepest state of coma resulting from liver failure.

Doctors at Georgetown University in Washington, D.C., passed the patient's blood through a cylinder packed with specially treated charcoal, and then back into the body. The charcoal absorbs poisons that the liver no longer removed from the blood.

After two four hour treatments with the charcoal column, the patient regained consciousness. He remained conscious for a full week, before dying of unrelated causes.

The researchers noted that patients are very rarely brought back from such a deep coma. The new treatment method offers a ray of hope where there has been virtually none.

The charcoal method provides what is, in effect, an artificial liver in much the same way that the artificial kidney supports patients suffering from kidney failure.

Georgetown is one of the centres in the United States evaluating the charcoal method, which was developed in England.

How to win Hearts

The Rhodesian authorities, writes the Johannesburg "Star", are trying "to win the minds and hearts of the African people." In the areas where the liberation struggle is gaining momentum they gather thousands of Africans and stage shows of strength with the participation of the police, the army and the air force. The displays include mock attacks on "guerilla hideouts." Troops landing from helicopters sweep the cabins with a hurricane of fire and jet planes whizz past overhead. After such displays, the paper says, free beer and cool drinks are dished out to the "natives."

—:o:—

Drunken Driving Tax'Em!

Drunen driving laws do not apply only to people operating veicles with wheels, the police of Hawthorne, California, have ruled. Recently they they fined Willie Lyons, a data processing supervisor, who was riding a horse. The pair, they said, were zigzagging down the street.

A recent riling of the Swiss Federal Administrative Court says: "A theief who has time and again sold the goods he had stolen is a businessman from the point of view of income tax and must consequently be taxed."

Potboiler

Former U.S. Vice-President Spiro T. Agnew, reports France Presse, has written a novel called "The Canfield Affairs." The hero is a vice-president who seeks to oust the president. Explaining what made him write such a novel after he had been compelled to resign his high post, Agnew said: "I was broke and it was just a way of earning money."

From page 3

licensed to young entrepreneurs. Reliance on indigenous skills and indigenous technology is the hallmark of small industries and it is no accident that, in the annual national awards given by the Inventions Promotion Board, entrepreneurs from small industry have been the largest recipients for years.

SIGNIFICANT PERFORMANCE

The Contribution of the small-scale sector to the Government's purchase programme, operated by the National Small Industries Corporation Limited, is also a significant achievement The number of these items has increased from a small figure of 122 in 1968–69 to 320 in 1974-75. The value of the Government orders had increased from Rs. 30. 50 crores in 1968-69 to Rs. 87·50 crores in 1972-73.

The share of the small-scale sector in total exports from the country has increased from 9.6 per cent in 1971-72 to 15.8 per cent in 1973-74. Another significant achievement of the small-scale sector in 1973–74 has been on the export front. While 35 per cent of the non-traditional items of exports emanated from the small-scale sector, over 40 per cent of the increase in the non-traditional exports from India during 1971-72 to 1973-74 was also contributed by it.

Small scale industry has also made a substantial impact on the ancillary projects initiated as part of the promotional programme. It is estimated that currently about 23,000 units, with an aggregate investment of about Rs. 30.5 crores and employing about 2, 20,000 persons are supplying parts and components to the large-scale industries. During the year 1974-75 alone, the smallscale ancillary industries have supplied stores worth over Rs. 61 crores to the large-scale industries.

At the end of March 1974, over 9,000 small industrial units in 500 industrial estates all over India—the most massive programme undertaken by any developing country - have provided direct employment to over 1.40 lakhs persons and produced goods valued at over Rs. 285 crores a year.

The year 1975 has witnessed certain significant achievements in relation to the development programmes of small-scale industries. The definition of the small-scale industries has been since revised so as to accommodate the rise in the price of the cost of plant and machinery on account of the general inflationery tends. The small-scale industries have since been defined as units with a capital investment of upto Rs. 10 lakhs in plant and machinery instead of upto Rs. 7. 5 lakhs as it was previously.

In respect of the Ancillary Industries, the ceiling has been raised from Rs. 10 lakhs to Rs.15 lakhs and, for the first time, the ancillary industries are also being brought under the purview of the Credit guarantee Scheme operated by the Reserve Bank of India. So also, the G verment of India have introduced a system o registration for the small scale industries throughout the country on a uniform basis, early this year, to ensure the emergence of the small-scale sector as an organised sector.

ACCENT ON RURAL AND BACKWARD AREAS

The positive shift is now in favour of rural and backward areas. This is evident from the fact that almost 60 per cent of the approved Fifth Plan outlay of Rs. 287 crores for small scale sector is earmarked for development of industries in those areas. The policy was given a definite shape through the Rural Industries Projects which at present cover 111 districts in the country, 92 of them being backward. Their progress as reflected in the following figures is mainly due to the package of assistance-technical guidance loans, earmarking of raw materials, training and common facilities-administered by the Project Agency acting as catalytic agents.

A bold strategy for development of backward areas was launched in 1971. The programme provides special incentives for industries including concessional finance in 245 districts, outright subsidy of 15 per cent on fixed capital investment in 98 selected districts, 50 per cent transport subsidy for units located in specefied far-flung regions and areas. In 1974–75, an amount of Rs. 3.75 crores was sanctioned as reimbursement for outright subsidy on fixed investment. SIDO in coordination with other promotion agencies, organised in the last decade 250 intensive campaigns in backward pockets.

Small-scale industries offer investment opportunities not only to the local entrepreneurs but also to the young and enthusiastic technologists from abroad The very fact that nearly 40 developing countries in the world have, in one way or the other, sought help from India and accepted our comprehensive programme for the development in their own countries is adequate proof of our outstanding achievement in this field.

However, a dent has yet to be made by this sector in widening the entrepreneurial base, especially to attract technocrats, technicians, scientists, engineers, etc., for availing themselves of the opportunities for investment in small industries. Towards this objective, the banks and the financial institutions will have to step into the field for providing massive assistance for a large number of entrepreneurial units requiring an investment of Rs. 50 000 to Rs. 2 lakhs. Since the nationalistion of major commercial banks in July 1969, there has been a large inflow of institutional credit to the small-scale industries. The flow of institutional credit to small units in the investment range of Rs. 50,000 to Rs. 2 lakhs, however, requires to be critically reexamined by the nationalised banks for evolving a bold and pragmatic flow of institutional financial assistance for such units. This will help more and more entrepreneurs from the different technical fields who can be inducted into the small scale sector.

Yakshaganam Is Thrilling

It is a thrilling experience to see the black and white Malayalam film "Yakshaganam", produced by a leading film journalist, 'Mathioli' Shanmugam under the banner Apsara Combines.

Actress Sheila has made her debut as a director in this film, which sustains audience interest throughout.

The picture has a mystery story with a tragic end which is open for debate—between the believer and non-believer in the existence of ghosts

Savithri, a shy girl, happily married to a rich estate owner, with her husband, brother and others go to their estate on a holiday trip combined with work.

There, she has a strange experience and she is absolved by an evil spirit.

She starts to behave differently And her brother noticing the sudden change in her ways begins to investigate.

To his shock he finds that her beloved sister is under the grip of an evil spirit which would kill both his sister and her husband. He puts in all his efforts to prevent the sinister ghost achieving its goal but in vain.

Sheila, apart from directing the film, has acted as the leading lady, Savithri. Her expressions, on seeing the evil spirit, are very effective. Her acting, while under the spell of the spirit, is natural and appreciable.

Madhu is her partner. He is calm, docile and energetic. With Usha Nandini he roams the estate with the vigour of youth. Usha proves a good match for him and she is trying to make up what she has lost the film field.

Ummer is a good soul. His relentless efforts to outwit the devil without success make one pity with him. He has done well. Jaikumari, a book-worm, is his romantic partner.

The film has music by M. S. Viswanathan which, though good, is not enough to go with the theme, which has a repeat song.

Another plus point for the picture is photography by Nalli Irani.

Japanese Film Festival

A two day Japanese Film Festival was held at Sathyam Theatre 'Madras' recently The following films were screend: "Under the Banner of Samurai" (feature), "Sports in Japan" (docmentary), "The Song From My Heart" (feature) and "Time within Memory" (feature.)

Depicting the battle scenes during the civil war days of Japan, "Under the Banner of Samurai" is a magnificent production in colour full of thrills. Shingen Takeda is one the greatest warlords. Kansuke Yamamoto, a brilliant ruthless strategist helps Takeda gain several victories against the rival lords. Toshiro Mifune in the role of ruthless Kansuke Yamamoto gives a fine portrayal of his part as a strategist. Brilliant photography by Kazuo Yamada highlights the film which is lengthy. It was directed by Hiroshi Inagaki.

The documentary film "Sports in Japan" is very interesting and informative. It shows various sports activities of the Japanese and emphasises the need to keep the nation hale and healthy. Sports events like running race, swimming, physical feats etc are beautifully filmed.

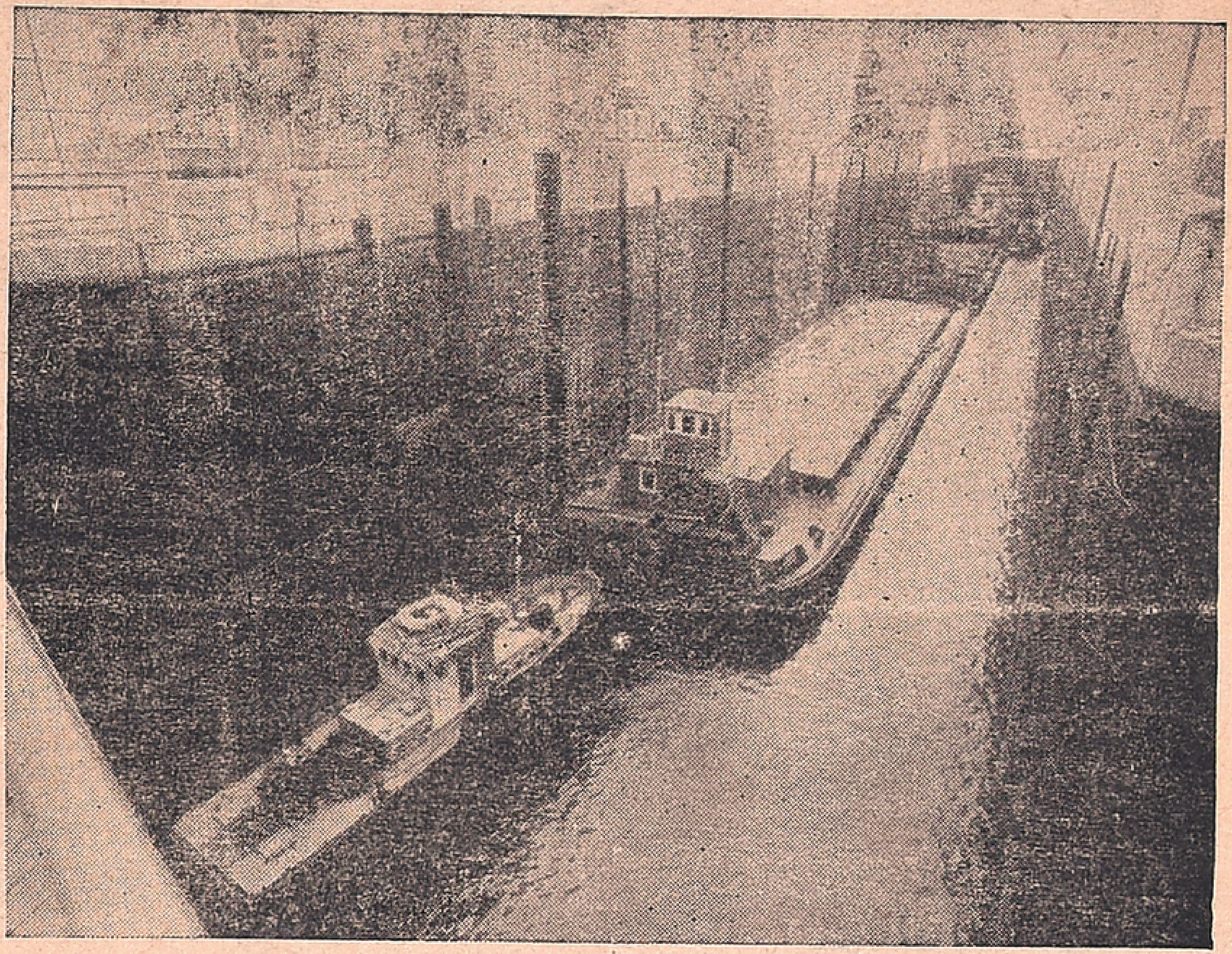
"The Song from My Heart" is a story revolving round a famous poet Hideo Yoshino and his two sons and a daughter. It has good music.

"Time within Memory" is a story about a youth and his childhood days spent with his mother in an island lashed by seas.

Mummy Daddy Or Tv?

Asked "which do you like better, 'TV or daddy?" 44 per cent of youngsters aged four to six said they preferred TV. Mummies were luckier. Only about one in five of the children liked TV better Such was the result of a college psychologist's survery of Kiddies of Farmville, U. S. A.

The Longest Canal In The World



In the Cherepovets sluice

It is called the Volga-Baltic waterway, or Volga-Balt for short in the Soviet Union. It connects the Volga river with the Neva river, and thus links up five seas: the three southern Seas—Caspian, Azov and Black (which are internorthern—the Baltic and White Seas)

The "blue route" has been in operation for 12 years now. More than 500,000 different vessels have sailed across Russia along this route. Millions of passengers have travelled and about 85 million tons of cargo have been transported.

The reconstruction of the Marinsk system has created a waterway more than 360 kilometres long. It is twice as long as the Suez Canal and 4.5-fold as long as the Panama Canal. The Volga-Balt is the longest navigable canal in the world.

It has seven roomy locks, three hydroelectric stations, four concrete spillways, 24 earth dams and cofferdams, seven bridges and four storage reservoirs, 60 kilometres of canal and nearly 300 km of man-made fairways—navigable routes in lakes and storage reservoirs

An asphalted road and a power transmission line run along the waterway, and ferries cross the canal at convenient points.

Behind these figures are years of surveys, investigations and constructive work of geologists, geodesists, design engineers and builders.

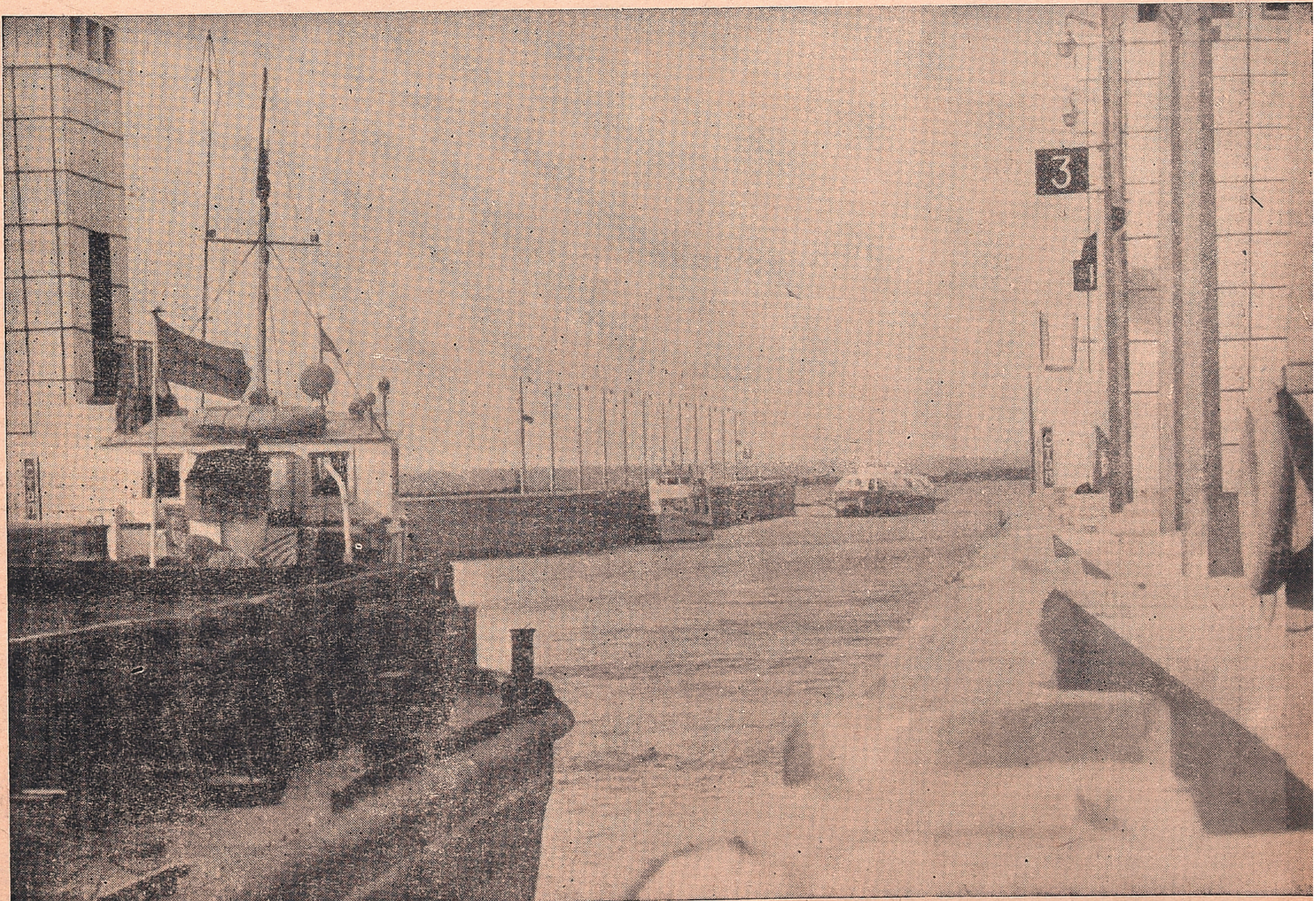
The seven newly-built locks of the Volga-Baltic system are several times longer, wider and deeper than their century-and-a-half old predecessors. The Volga-Balt demands care and attention. Since 1964, when regular navigation began, regular operations have been started to improve it. Abrupt turns have been evened out, the 36-metre width of the waterway was extended to 80 metres, and its depth is at least four metres now.

Comfortable three-deck and double-deck motor-ships sail along the route Leningrad-Moscow and Leningrad-Astrakhan and highspeed hydrofoil ships are used on many sections.

The ships take two to three days to cover the distance between Leningrad and Rybinsk and this comes to nearly a thousand kilometres. High-tonnage dry cargoes and tankers sail there. Grain, metal, materials "flow" along the route.

The freight turnover of Volga-Balt today is nearly 15 million tons in a single navigation.

(Contd. on page 12)



River boats entering the Cherepovets sluice

Jayalalitha and Sivaji Ganesan in the Tamil Film "Devan Kovil Mani Osai."

From page 11

But perhaps the most noteworthy feature of the waterway are the river-sea vessels. These craft don't have to be reloaded at ports for they now sail right to their destination.

The Soviet river-sea motorships and tankers regularly call at the ports of 25 countries of Europe, Asia and Africa. A third part of all freight in transit along the Volga-Balt is transported by these ships.

Foreign firms enjoy the services of the Volga-Balt. For example, Iran finds it more expedient to ship its goods from its Caspian ports into Europe via the Volga-Balt. As many as 12 European countries are involved in shipping to Iran.

The canal is not only a transit route. It also attracts tourists, lovers of norhtern nature and ancient Russ monuments.

Y. Mitropolsky, Master of the highspeed "Meteor" passenger boat.

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